

# DCP Marketing Focus Group Work Sheet

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1. With your choices being positive, negative or neutral, how would you describe your immediate impression when you received the kit?

Positive	Negative	Neutral

2. In a few words, what do you remember most about the kit?

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3. To what degree would you say the Enrollment Kit influenced your decision to participate? Why did you rate at the level that you did?

**Rating**

0	1	2	3	4	5

**Comments:**

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4. To what degree would you say the Enrollment Kit increased your understanding of the benefits of participating in the Deferred Compensation Program? In a few words why did you rate at the level that you did?

**Rating**

0	1	2	3	4	5

**Comments:**

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5. On a scale of one to five, with five being the highest, please rate the degree to which you find the following components in the Enrollment Kit useful, and clear. In a few word, please tell us why you rated the way you did.

5a. **Welcome Letter:**

Rating					
0	1	2	3	4	5

**Comments:**

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5b. **Core Brochure:**

Rating					
0	1	2	3	4	5

**Comments:**

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5c. **Quarterly Update:**

Rating					
0	1	2	3	4	5

**Comments:**

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5d. **DCP Quarterly Fund Performance:**

Rating					
0	1	2	3	4	5

**Comments:**

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5e. **Participant Agreement:**

Rating					
0	1	2	3	4	5

**Comments:**

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5f. **Participant Agreement Instructions:**

Rating					
0	1	2	3	4	5

**Comments:**

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5g. **Investment Fund Options:**

Rating					
0	1	2	3	4	5

Comments:

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5h. **Program Highlights:**

Rating					
0	1	2	3	4	5

Comments:

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5i. **Sliding Calculator:**

Rating					
0	1	2	3	4	5

Comments:

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5j. **Toll free Information Line Directions:**

Rating					
0	1	2	3	4	5

Comments:

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5k. **DCP Statement Guide:**

Rating					
0	1	2	3	4	5

Comments:

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5l. **DCP Regulations:**

Rating					
0	1	2	3	4	5

Comments:

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6. Now we'd like for you to prioritize for us what was most useful to you and what was least useful to you. Please place an "X" in the "Top 5" column next to the five items you found most useful in the kit and place an "X" in the "Not Needed" column next to the five items you found least useful.

ITEMS	Top 5	Not Needed
Welcome Letter		
Core Brochure		
Quarterly Update		
DCP Quarterly Fund Performance		
Participation Agreement		
PA Instructions		
Investment Fund Options		
Program Highlights		
Sliding Calculator		
Toll free Information Line Directions		
DCP Statement Guide		
DCP Regulations		

7. Now we'd like for you to rate the overall usefulness of the kit, as a whole. Please rate the degree to which you find the Enrollment Kit useful, in it's current form.

**Rating**

0	1	2	3	4	5

**Comments:**

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8. What was most important to you in making your decision to participate in the Deferred Compensation Program (DCP)?

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9. How could DCP improve the information available to you?

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